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ABSTRACT

The telephone survey conducted by the Coast Community College District in 1980 provided considerable information about the community's awareness and viewing of the District's public broadcasting system (PBS) television station, KOCE. A comparison of responses about KOCE viewing and respondents' demographic characteristics revealed that level of formal education was an important factor in KOCE viewing. Respondents who had completed some college-level work were more likely to be aware of KOCE, to watch it, and to watch another PBS station, KCET. Type of residence also proved to be factor, with apartment dwellers much less likely to be aware of or watch KOCE than house or mobile home dwellers. People living in condominiums were highly aware of KOCE, but the least likely group to watch it. Age was also related to KOCE recognition and viewing patterns; those under 30 were less likely to be aware of the station and those under 40 were less likely to watch it. Newcomers to Orange County were less likely to be aware of or watch KOCE than long-time residents. Two additional characteristics which were important were student experience at the Coast Colleges and time since last formal schooling. Gender, ethnicity, income level, size of household, and the geographic area of residence were not found to be related to KOCE viewing or recognition. (Author/AYC)

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ED207647

COAST COMMUNITY COLLEGES
COMMUNITY TELEPHONE SURVEY
1980

REPORT NUMBER 4

TUNING IN ON CHANNEL 50

JC 810 568

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COAST COMMUNITY COLLEGES
Community Telephone Survey
1980

TUNING IN ON CHANNEL 50:

A demographic comparison of KOCE watchers and non-watchers.

Dennis G. Butler
Associate Dean, District Research

The Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, CA 92626

This is the fourth in a series of eight reports based on findings from the 1980 Community Telephone Survey. The focus of this report is on the community's awareness of and viewing patterns for the District's PBS television station, KOCE-TV, Channel 50.

The relationships displayed in this report are primarily those which emerged from the data analysis as being statistically significant. As with other reports from this series, the information presented in this document is intended to serve a wide audience. The data are presented in simplified tables or graphs using whole percentages.

Dennis G. Butler
Coast Community College District
April, 1981

The District wishes to commend the fine efforts of Dr. Dennis G. Butler in guiding the telephone survey through its design, implementation, analysis, and in providing a format which makes the publication highly useable to a diverse audience. As of publication, Dr. Butler is no longer with the Office of Vocational Education and Educational Planning but is teaching at Orange Coast College. Readers who are interested in more detailed statistical factors or analyses which may not be presented in the published report are invited to contact Dr. Butler at Orange Coast College or the District Office of Vocational Education and Educational Planning at 1370 Adams Avenue, Costa Mesa, California 92626, (714) 556-5528.

Donald F. Averill
Coast Community College District
September, 1981

CONTENTS

Introduction..... 1

Characteristics of KOCE Watchers..... 3

KOCE Recognition Among Non-Watchers..... 7

Overall Awareness of KOCE..... 11

Other KOCE Information..... 15

In Summary..... 17

INTRODUCTION

One part of the Coast Community Colleges 1980 Community Survey effort was directed at learning more about those members of the community who do and those who do not watch the District's PBS television station, KOCE-TV, Channel 50. The key survey items in this area were focused on determining which of the respondents do watch KOCE; whether those who do not watch KOCE, Channel 50, have ever heard of it; and whether those who don't watch Channel 50 ever do watch KCET, Channel 28. The responses to these key items were examined in relationship to the eleven demographic variables collected during the survey in an effort to determine whether people with certain types of characteristics are either more or less likely to watch KOCE or even be aware of it.

This report looks first at those respondents who reported that they do watch KOCE-TV, Channel 50. Where the characteristics of the KOCE watchers differed from those of the non-watchers, they are described in the report and displayed in graphic form. The next section of the report examines KOCE recognition among those respondents who indicated that they did not watch KOCE. Again, where the characteristics of those who had heard of KOCE differed from those who had not, the relationships are displayed. The third section of the report deals with overall awareness of KOCE among all of the survey respondents and the fourth section of the report presents certain other KOCE-related information that was gleaned from the Community Survey data base.

For the most part, the relationships displayed in this report are those which emerged from the data analyses as being statistically significant. This means that the trends or tendencies suggested by the data were strong enough that they would be highly unlikely to occur purely by chance. The reader may notice that the graphic presentations in the report include a small statement that looks like "**p** less than .01." This means that there is less than one chance in a hundred that the relationship could have occurred purely by chance.

CHARACTERISTICS OF KOCE WATCHERS

One of the key questions in the Community Survey was directed at determining what proportion of the residents of the Coast Community College District are viewers of KOCE-TV. Survey respondents were asked, "Do you ever watch KOCE-TV, Channel 50?" The responses to that question are summarized in Table 1, below.

Table 1
KOCE Watchers and Non-Watchers

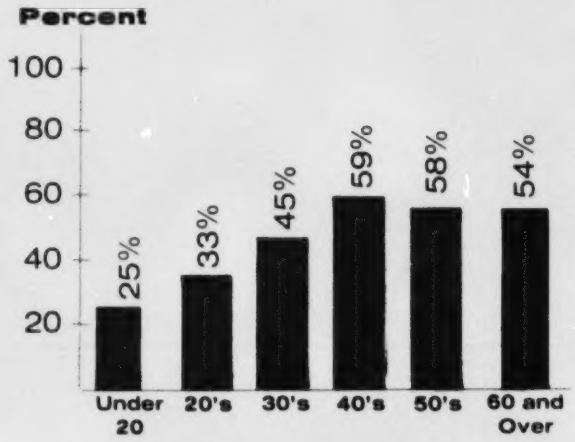
Viewer Category	No. of Respondents	Percent
Watch KOCE	239	44%
Don't Watch	300	55
Don't Know	7	1

Table 1 shows that a very sizeable proportion of the respondents indicated that they do watch KOCE. This is particularly gratifying since residents of the Coast District have an abundant selection of commercial television and subscription television programming. The fact that more than four out of ten survey respondents do watch the District's PBS station indicates that KOCE-TV has a very broad appeal within the community.

The next step in examining this widespread appeal of KOCE was to determine whether or not there were differences between those who do watch KOCE and those who don't. Does KOCE have differing levels of appeal depending on such factors as age, education, ethnicity or income? Significant relationships were found for the characteristics of Age Group, Education Level, Type of Residence, Period of Residence in Orange County, and Coast Student Status. Those relationships are displayed on the following pages.

KOCE Watchers by Age Group

Figure 1
KOCE Watchers by Age Group

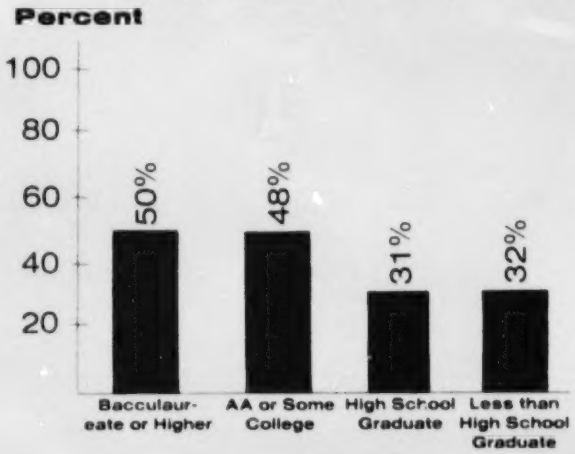


p less than .001

Figure 1 shows that people in their forties and older are much more likely to be KOCE watchers than those in their thirties and younger. Nearly three out of every four respondents in the forties and fifties age groups indicated that they watched KOCE, while only one out of three in the twenties age group and only one out of every four respondents under age twenty said they were KOCE watchers. It is interesting to note how the percentage of KOCE watchers steadily increases with age and then levels off for the three highest age groups.

KOCE Watchers by Education Level

Figure 2
KOCE Watchers by Highest Education Completed

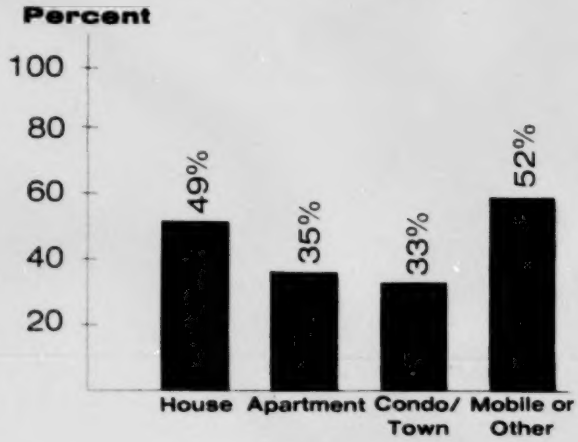


p less than .01

There was a strong relationship between education level and watching KOCE. This figure clearly shows that those respondents who had completed some college-level experience were much more likely to be KOCE watchers than those with no college experience. About one out of every two respondents with some college background indicated that they watched KOCE, while fewer than one out of three respondents with no college experience were KOCE watchers.

KOCE Watchers by Residence Type

Figure 3
KOCE Watchers by Type of Residence

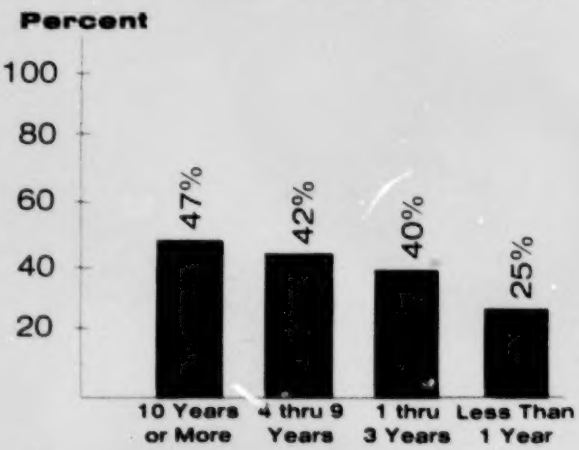


p less than .05

Respondents living in mobile homes had the highest percentage of KOCE watchers at 52%. This was nearly matched by those living in houses, with 49% indicating that they watched KOCE. Respondents living in apartments as well as those living in condominiums or townhouses were much less likely to be KOCE watchers. This would suggest that people living in different types of residences tend to have different types of entertainment preferences.

KOCE Watchers by Time in Orange County

Figure 4
KOCE Watchers by Period of Residence in Orange County

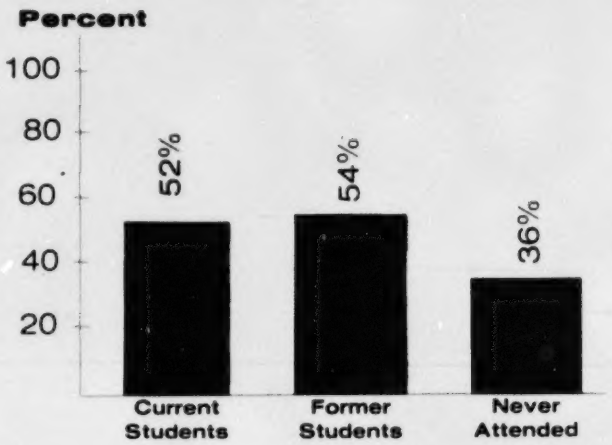


p less than .05

It was not surprising to find that those respondents who lived in Orange County for less than one year were much less likely to be KOCE watchers than others who had resided in the county for a longer period. On the other hand, it was encouraging to note that one out of every four people in this group of newcomers had become acquainted with KOCE and indicated that they watched it. It was also encouraging to find that 40% of those in the "1 thru 3 year" group watched KOCE, suggesting that people do become familiar with Channel 50 shortly after moving to Orange County.

KOCE Watchers by Coast Student Status

Figure 5
KOCE Watchers by Coast Student Status



p less than .01

There was a strong relationship between student experience at the Coast Colleges and KOCE viewing. More than half of those respondents who had previously attended one or more of the Coast Colleges or were currently attending indicated that they watched KOCE. Those respondents who had never attended one of the Coast Community Colleges were much less likely to be KOCE watchers.

The information from these analyses tells us that certain individual characteristics (age, education, residence type, time in Orange County and student experience at one of our colleges) are factors related to whether or not a resident of the Coast District is likely to watch KOCE. How important are these factors? Using the results from the analyses discussed above along with some additional statistical procedures we determined that simply knowing a person's age, education level and status as a Coast student would improve by 21% our ability to predict whether or not that person watched KOCE.

It is also important to note those characteristics which proved to be unrelated to whether or not the respondents watched KOCE. This information tells us that the appeal of KOCE is uniform across such factors as geographic area, gender, ethnicity, income, household size, and time since last schooling.

KOCE RECOGNITION AMONG NON-WATCHERS

After determining the extent to which community residents actually watched KOCE, the next step was to determine if those who did not watch KOCE were even aware of it. Those respondents who indicated that they did not watch Channel 50 or were uncertain if they had ever watched it were asked, "Have you ever heard of KOCE, Channel 50?" The responses to that question are summarized in Table 2.

Table 2
KOCE Recognition by Non-Watchers

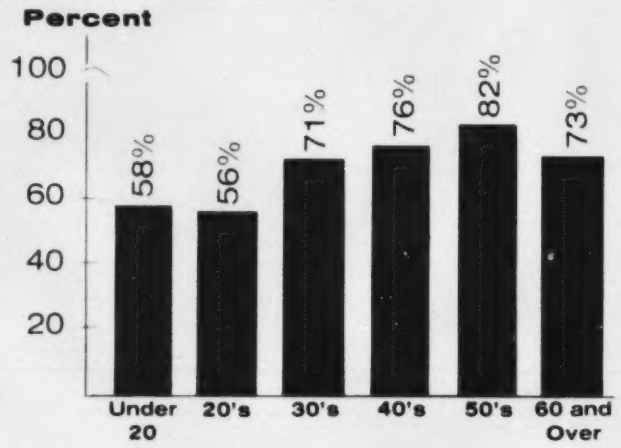
Recognition Category	No. of Respondents	Percent
Heard of KOCE	196	64%
Not Heard of KOCE	98	32
Uncertain	13	4

Table 2 shows that there was a generally high level of recognition of KOCE, even among those residents of the community who did not watch it. The next step in the analysis of these data was to determine whether or not the high level of KOCE recognition among non-watchers was related to any individual characteristics. Are certain types of people more likely to be aware of KOCE, even though they don't watch it?

The responses displayed in Table 2 were examined in relationship to the eleven demographic variables collected during the survey. There were three demographic factors that proved to be related to awareness of KOCE among non-watchers. Those factors were Age Group, Period of Residence in Orange County, and Time Since Last Schooling.

KOCE Recognition by Age Group

Figure 6
KOCE Recognition by Age Group

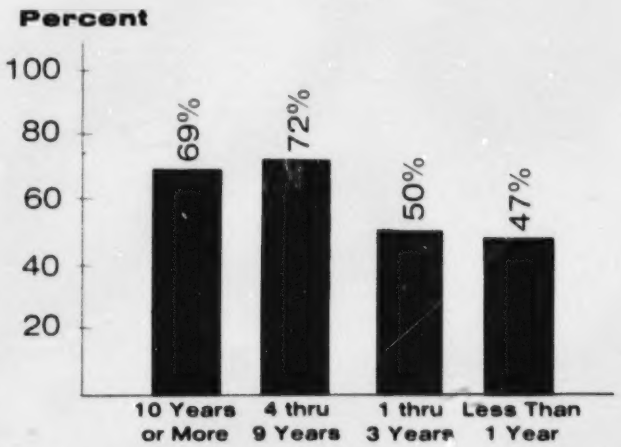


p less than .05

Figure 6 shows that there were some definite differences in recognition of KOCE by age group. The highest recognition level for KOCE was among people in their fifties, with more than four out of five having heard of KOCE. People in their twenties and those under age twenty were much less likely to have heard of KOCE than respondents in all the other age groups. With the exception of those in their fifties, KOCE recognition was fairly stable across all the age groups from thirty up, ranging from 71% to 76%.

KOCE Recognition by Time in Orange County

Figure 7
KOCE Recognition by Period of Residence in Orange County

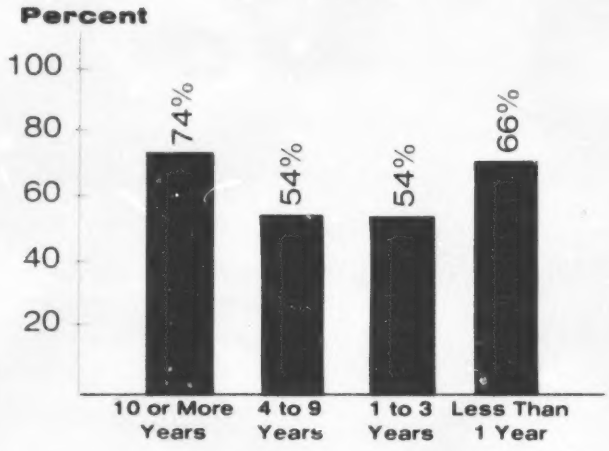


p less than .05

Again, the period of residence in Orange County emerged as a significant factor and exhibited the expected relationship with KOCE recognition. That is, those people who had resided in Orange County for a longer period of time were more likely to have heard of KOCE. While KOCE recognition was about 70% among those who had lived in the county for at least four years, it is also encouraging to note that nearly half of those living in the county for less than four years had heard of KOCE.

KOCE Recognition by Time Away from School

Figure 8
KOCE Recognition by Time Since Schooling Completed



p less than .001

Figure 8 displays the interesting relationship between KOCE recognition and the amount of time elapsed since the respondents completed their last formal schooling. About three-fourths of those respondents who had been away from school for ten years or more indicated that they had heard of KOCE. About two-thirds of those who had been away from school for less than a year or were currently attending had heard of KOCE. Recognition was markedly lower, slightly over 50%, among those respondents who had been away from school for at least one year but less than ten years.

The results of these analyses tell us that even among those residents of the community who do not watch KOCE, the District's PBS television station is well known. While there were a few factors that were related to recognition among non-watchers, it is also important to note that many demographic characteristics were not related to KOCE recognition. In addition, some factors were related to whether or not respondents actually watched KOCE, but were unrelated to whether or not the non-watchers had heard of KOCE. This leads to the question of which demographic factors were related to overall awareness of KOCE within the community.

OVERALL AWARENESS OF KOCE

By combining the results of the analyses that formed the bases for the two previous sections of this report, it was possible to examine the relationships between the demographic characteristics of the respondents and overall awareness of KOCE. For the total sample of respondents to the Community Survey, overall awareness of KOCE was a gratifying 80%. Four out of every five respondents either indicated that they watched KOCE or, if they did not watch it, they had at least heard of it.

Most of the demographic graphic characteristics exhibited similar patterns for both KOCE watchers and non-watchers who had heard of KOCE. Thus, their respective patterns of relationships would also apply to overall awareness of KOCE.

Geographic Area - There was no relationship between geographic area and watching KOCE or hearing about KOCE if the respondents were non-watchers. Therefore, a person's place of residence within the District was not a factor in awareness of KOCE.

Gender - There was no difference between male and female respondents in terms of watching KOCE. Overall, there was a slight tendency for more females to be aware of KOCE, but it was not significant.

Time in Orange County - The length of time respondents had lived in Orange County was a factor related to overall awareness of KOCE. Newer residents were less likely to have watched KOCE or to have heard of it.

Size of Household - The number of people living in the household was not a factor related to overall awareness of KOCE. For single-person households and those with six or more people there was a somewhat greater likelihood of watching KOCE, but the difference was not statistically significant.

Age Group - Age of the respondents was a factor related to overall awareness of KOCE. Those people in the higher age groups, forty and above, were more likely to watch KOCE or to have heard of it.

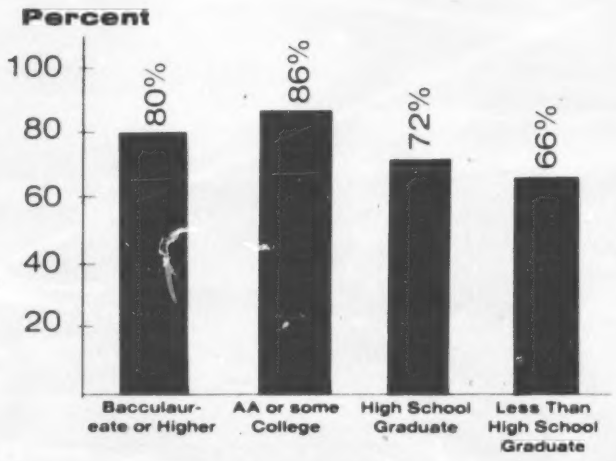
Ethnicity - Ethnicity of the respondents was not related to overall awareness of KOCE.

Income - The income level of respondents was not related to overall awareness of KOCE.

The four remaining demographic characteristics were tested separately since they exhibited mixed patterns in the previous analyses. For example, Education Level exhibited a strong relationship to whether or not people watched KOCE, but was unrelated to KOCE recognition among non-watchers. The relationships between the four remaining demographic characteristics and overall awareness of KOCE are displayed in the following figures.

Overall Awareness by Education Level

Figure 9
Overall Awareness by Highest Education Completed

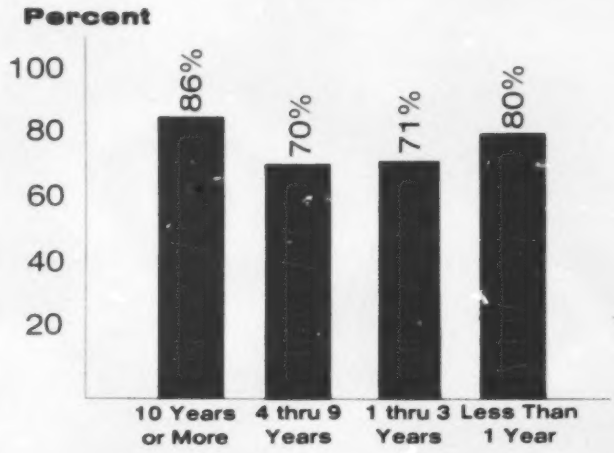


p less than .01

Overall awareness of KOCE within the community did prove to be related to education level. Figure 9 shows that those respondents who had completed some college, had an AA degree, a baccalaureate degree or higher were more likely to be aware of KOCE than those respondents with no college experience. It is interesting to note that while those respondents with an AA degree or some college were the most likely group to be aware of KOCE, those with a baccalaureate or higher degree were the group most likely to actually watch KOCE. This seems to suggest that the appeal of KOCE tends to increase with the level of education of the potential viewer.

Overall Awareness by Time Away from School

Figure 10
Overall Awareness by Time Since Schooling Completed

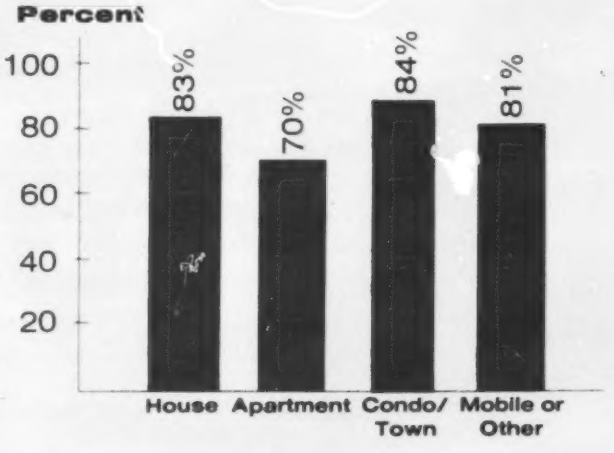


p less than .01

Overall awareness of KOCE within the community was related to the length of time since the respondents had completed their last formal schooling. The pattern displayed in this figure is a reflection of the similar pattern from Figure 8, which showed that awareness of KOCE among non-watchers was related to time away from school. Again, the groups that were the most likely to be aware of KOCE were those who had been away from school for ten years or more and those who had been away from school less than one year or were currently attending. It should be remembered, however, that while time away from school was related to awareness of KOCE, it proved to have no relationship to whether or not the respondents actually watched KOCE.

Overall Awareness by Residence Type

Figure 11
Overall Awareness by Type of Residence

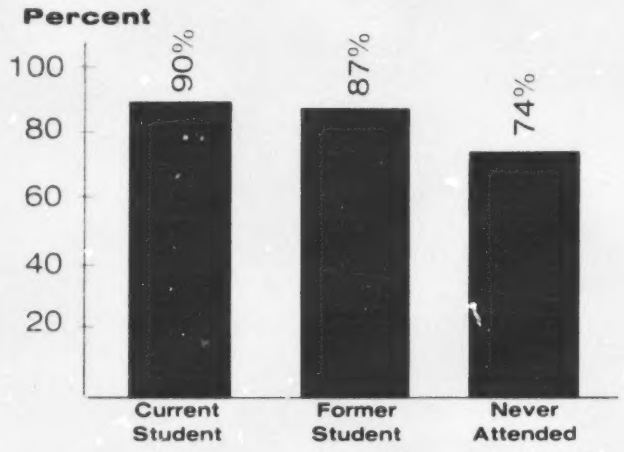


p less than .01

The relationship between overall awareness of KOCE and type of residence shows that those people living in apartments were less likely to be aware of KOCE than those living in any of the other types of dwelling. The pattern of the relationship displayed here differs from that in Figure 3 which showed that those respondents living in apartments and condominiums were much less likely to watch KOCE. Examining the two relationships in combination we find that those people living in condominiums were the most likely to be aware of KOCE, but the least likely to actually watch it. People living in houses and those in mobile homes or other types of dwellings exhibited both a high level of awareness of KOCE and a strong inclination towards watching it.

Overall Awareness by Coast Student Status

Figure 12
Overall Awareness by Student Status



p less than .001

Overall awareness of KOCE proved to be related to whether or not the respondent had attended one or more of the Coast Colleges as a student. Both current students and former students were more likely to be aware of KOCE than those respondents who had never attended one of the Coast Colleges. This is similar to the pattern displayed in Figure 5, which showed that those who had never attended were less likely to be KOCE watchers. Further examination of the combined relationships revealed that those who had never attended, even when they were aware of KOCE, were less likely to watch it than the other respondents.

OTHER KOCE INFORMATION

In addition to recognition and viewing patterns, the Community Survey provided certain additional information related to KOCE-TV.

Programming Interests

In order to get some idea of the kinds of television programs that might attract people who currently do not watch KOCE, those respondents who indicated that they did not watch KOCE or were uncertain were asked, "Is there any kind of programming that you don't see on your TV that you would like to see?" Thirty-nine respondents offered a total of fifty-one specific suggestions. The programming suggestions were grouped into the following categories:

- 35% – Educational or Informative Programs
- 14% – Improvement of Overall Quality
- 14% – Art, Music, Theatre and Dance
- 12% – Travel and Documentaries
- 7% – Sports Coverage
- 6% – Politically Oriented Programs
- 6% – Family Oriented Programs
- 6% – Other

The individual specific suggestions for television programming will be listed in a subsequent report from the Community Survey which is devoted to the various remarks made by survey respondents aside from their answers to the survey questions.

KCET, Channel 28

Those respondents who indicated that they did not watch KOCE or were uncertain were asked if they ever watched KCET-TV, Channel 28. One out of every three of these respondents or 33% indicated that they did watch Channel 28.

The responses to this question were examined in relationship to the eleven demographic characteristics collected during the survey in order to determine whether certain types of people were more likely to watch Channel 28. Of the eleven demographic characteristics, only one, Education Level, proved to be significantly related to Channel 28 viewing. The pattern exhibited by the relationship was similar to that of the relationship between KOCE viewing and level of education. Those respondents with some college experience or a baccalaureate degree were more than twice as likely to watch Channel 28 as the high school graduates or those with less than high school education.

Survey Receptivity

One item in the survey was designed to test the receptivity of KOCE watchers to future surveys regarding their opinions and suggestions about the District's PBS television station. Eighty-one percent of the KOCE watchers indicated that they would be willing to participate in a future survey devoted to KOCE, Channel 50.

In order to determine whether or not the KOCE watchers willing to participate in a future survey shared certain characteristics, the responses to this question were examined in relationship to the eleven demographic variables from the survey. Generally, willingness to participate in a future KOCE survey was unrelated to individual demographic characteristics. However, there was a significant relationship with Geographic Area. Those KOCE watchers living in the Garden Grove/ Westminster/ Seal Beach area were less willing than the other respondents to participate in a future KOCE survey.

Forum 50

Those respondents who indicated that they did not watch KOCE were briefly told about the station and asked if they would like for us to send them a copy of the station's magazine, **Forum 50.** One hundred and seven people who had previously not watched KOCE asked to have a **Forum 50** sent to them and were thus introduced to the District's PBS television station through their participation in the Community Survey.

IN SUMMARY

While KOCE-TV, Channel 50 serves all of Orange County, the Community Survey provided an excellent opportunity to learn more about KOCE familiarity among those people living in the Coast District. Through analysis of data from the survey we learned that KOCE-TV is widely known and is viewed by a substantial proportion of the residents of our community. Overall awareness of KOCE within the community was shown to be 80% and 44% of the respondents indicated that they watched KOCE. Nearly two-thirds of those people who did not watch KOCE had at least heard about it.

The survey data provided us with considerable information about the relationships between KOCE awareness and viewing patterns, and the demographic characteristics of community residents. We learned that the level of formal education was an important factor. Those who had completed some college-level education were more likely to be aware of KOCE, much more likely to watch KOCE, and also more likely to watch KCET, Channel 28. We learned that type of residence was a factor, with apartment dwellers much less likely to be aware of or actually watch KOCE. Those people living in condominiums or townhouses were highly aware of KOCE, but were the least likely group to watch it. Age was a factor in KOCE viewing patterns and recognition, with those under 30 less likely to be aware of KOCE and those under age 40 less likely to actually watch it. The amount of time respondents had lived in Orange County was a factor, with newcomers less likely to be aware of KOCE or to have watched KOCE.

Two additional characteristics which proved to be important were student experience at one of the Coast Colleges and the time since the respondents had completed their last formal schooling. Those respondents who had never attended one of the Coast Colleges were less likely to be aware of KOCE and, even when they were aware, were less likely to watch. Time away from school exhibited an unusual relationship to awareness of KOCE. Those who had been away from school for ten years or more were the most likely to be aware of KOCE, followed closely by those who were current students or had been away less than one year. Those who had been away from school for more than a year but less than ten years were much less likely to be aware of KOCE. While time away from school was related to awareness, it was not a factor related to whether or not people actually watched KOCE.

Equally as important as the characteristics related to KOCE awareness and viewing patterns are those characteristics which proved to be unrelated. The analysis of the survey findings tells us that the appeal of KOCE is uniform regardless of gender, ethnicity, income level, size of household or the geographic area of the District where people live.

The 1980 Community Survey provided a considerable amount of new information about how the residents of the Coast Community College District relate to KOCE-TV, Channel 50. While there is much more that needs to be discovered, it is hoped that this information will provide a sound foundation.

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